

## CLAIMS

What is claimed is:

- 1           1.     A system comprising:
- 2                     a user computer, coupled to a data network, to display a user interface
- 3                     usable to enter a plurality of purchase preferences; and
- 4                     a broadcast-based client-side device, coupled to the network, to receive
- 5                     user preference data from said data network based on said plurality of
- 6                     purchase preferences, and to receive broadcast programming content from a
- 7                     broadcast source, said broadcast-based client-side device to include,
- 8                     a display to display a plurality of purchase options based on
- 9                     said plurality of purchase preferences, and
- 10                    a user input device to select from among said plurality of
- 11                    purchase options, and to consummate a purchase transaction.

- 1           2.     The system of claim 1, wherein said data network is the Internet, said
- 2                     broadcast source is a television programming source, and said client-side
- 3                     device includes a set top box that is coupled to the Internet and to said
- 4                     broadcast source.

- 1           3.     The system of claim 1, wherein said user interface is used to access a
- 2                     user account prior to entering said plurality of purchase preferences, said

3 user account to be used to associate said plurality of purchase preferences  
4 with a particular user.

1 4. The system of claim 3, wherein said broadcast-based client-side device  
2 is associated with said user account and said plurality of purchase  
3 preferences by performing a secure logon operation.

1 5. The system of claim 1, wherein said plurality of purchase preferences  
2 includes at least one of payment method, product preference information and  
3 product delivery information.

1 6. The system of claim 1, wherein said user preference data is based on at  
2 least one of said plurality of purchase preferences and a user profile, where  
3 said user profile is based on tracking user activities.

1 7. The system of claim 6, wherein said user activities include at least one  
2 of websites visited, online keyword searching, broadcast content viewed,  
3 broadcast content searching.

1 8. The system of claim 1, wherein said plurality of purchase options  
2 includes at least one of a list of downloadable/recordable content that is  
3 available to purchase, products available to purchase and purchase history.

1        9.     The system of claim 1, wherein said plurality of purchase options  
2 includes subscription-based video on demand (SVOD) purchase options.

1        10.    The system of claim 1, wherein said plurality of purchase options are  
2 displayed on said display as an overlay to said broadcast programming  
3 content.

1        11.    The system of claim 10, wherein said overlay is displayed based on  
2 said broadcast programming content that is currently being viewed on said  
3 display.

1        12.    The system of claim 1, wherein said purchase transaction is  
2 consummated using a secure connection between said broadcast-based client-  
3 side device and a server coupled to said data network.

1        13.    The system of claim 12, wherein said server is a third-party retailer  
2 that is paid according to a payment method contained in said plurality of  
3 purchase preferences, and delivers a product according to a delivery method  
4 contained in said plurality of purchase preferences.

1           14.     A method comprising:

2                     entering a plurality of purchase preferences using a user interface  
3                     displayed on a user computer that is coupled to a data network;

4                     receiving, by a broadcast-based client-side device coupled to the data  
5                     network, user preference data from said data network and broadcast  
6                     programming content from a broadcast source, said user preference data to  
7                     be based on said plurality of purchase preferences;

8                     displaying, on a display of said broadcast-based client-side device, a  
9                     plurality of purchase options based on said plurality of purchase preferences;

10                    selecting from among said plurality of purchase options using a user  
11                    input device of said broadcast-based client-side device; and

12                    consummating a purchase transaction using said user input device of  
13                    the broadcast-based client-side device.

1           15.     The method of claim 14, wherein said receiving comprises receiving  
2                     user preference data from the data network and broadcast programming  
3                     content from the broadcast source, wherein said user preference data is based  
4                     on said plurality of purchase preferences, said data network is the Internet,  
5                     said broadcast source is a television programming source, and said broadcast-  
6                     based client-side device includes a set top box that is coupled to the Internet  
7                     and to said broadcast source.

1        16.    The method of claim 14, further comprising accessing, using said user  
2        interface, a user account prior to said entering the plurality of purchase  
3        preferences, said user account to be used to associate said plurality of  
4        purchase preferences with a particular user.

1        17.    The method of claim 16, further comprising performing, by said  
2        broadcast-based client-side device, a secure logon operation wherein said  
3        client-side device is associated with said user account and said plurality of  
4        purchase preferences.

1        18.    The method of claim 14, wherein said entering comprises entering the  
2        plurality of purchase preferences using the user interface displayed on the  
3        user computer that is coupled to the data network, said plurality of purchase  
4        preferences to include at least one of a payment method, product preference  
5        information and product delivery information.

1        19.    The method of claim 14, further comprising tracking user activities to  
2        establish a user profile, said user preference data to be based on at least one of  
3        said plurality of purchase preferences and said user profile.

1        20.    The method of claim 19, wherein said tracking user activities  
2        comprises tracking user activities to establish the user profile, said user

3 preference data to be based on at least one of said plurality of purchase  
4 preferences and said user profile, where said user activities include at least  
5 one of websites visited, online keyword searching, broadcast content viewed,  
6 broadcast content searching.

1 21. The method of claim 14, wherein said displaying comprises  
2 displaying, on a display of said broadcast-based client-side device, said  
3 plurality of purchase options based on said plurality of purchase preferences,  
4 where said plurality of purchase options includes at least one of a list of  
5 downloadable/recordable content that is available to purchase, products  
6 available to purchase and purchase history.

1 22. The method of claim 14, wherein said displaying comprises displaying,  
2 on a display of said broadcast-based client-side device, said plurality of  
3 purchase options based on said plurality of purchase preferences, wherein  
4 said plurality of purchase options includes subscription-based video on  
5 demand (SVOD) purchase options.

1 23. The method of claim 14, further comprising displaying said plurality  
2 of purchase options on said display as an overlay to said broadcast  
3 programming content.

1        24.    The method of claim 23, wherein said displaying the plurality of  
2        purchase options comprises displaying said plurality of purchase options on  
3        the display as said overlay to said broadcast programming content, where  
4        said plurality of purchase options are based on said broadcast programming  
5        content that is currently being viewed on said display.

1        25.    The method of claim 14, wherein said consummating the purchase  
2        transaction comprises consummating the purchase transaction using said  
3        user input device of the broadcast-based client-side device over a secure  
4        connection between said broadcast-based client-side device and a server  
5        coupled to said data network.

1        26.    The method of claim 25, further comprising:  
  
2                making payment to said server where said server is a third-party  
3        retailer that is paid according to a payment method contained in said  
4        plurality of purchase preferences; and  
  
5                delivering a product according to a delivery method contained in said  
6        plurality of purchase preferences.

1        27.    A computer program product comprising:  
  
2                a computer usable medium having computer program code embodied  
3        therein to display information, the computer program product having:

4 computer readable program code to enter a plurality of  
5 purchase preferences using a user interface displayed on a user computer that  
6 is coupled to a data network;

7 computer readable program code to receive, by a broadcast-  
8 based client-side device coupled to the data network, user preference data  
9 from said data network and broadcast programming content from a  
10 broadcast source, said user preference data to be based on said plurality of  
11 purchase preferences;

12 computer readable program code to display, on a display of  
13 said broadcast-based client-side device, a plurality of purchase options based  
14 on said plurality of purchase preferences;

15 computer readable program code to select from among said  
16 plurality of purchase options using a user input device of said broadcast-  
17 based client-side device; and

18 computer readable program code to consummate a purchase  
19 transaction using said user input device of the broadcast-based client-side  
20 device.

1 28. The method of claim 27, wherein said computer readable program  
2 code to receive comprises computer readable program code to receive user  
3 preference data from the data network and broadcast programming content  
4 from the broadcast source, wherein said user preference data is based on said  
5 plurality of purchase preferences, said data network is the Internet, said  
6 broadcast source is a television programming source, and said client-side



7 device includes a set top box that is coupled to the Internet and to said  
8 broadcast source.

1 29. The computer program product of claim 27, further having computer  
2 readable program code to access, using said user interface, a user account  
3 prior to said entering the plurality of purchase preferences, said user account  
4 to be used to associate said plurality of purchase preferences with a particular  
5 user.

1 30. The computer program product of claim 29, further having computer  
2 readable program code to perform, by said broadcast-based client-side  
3 device, a secure logon operation wherein said client-side device is associated  
4 with said user account and said plurality of purchase preferences by.

1 31. The computer program product of claim 27, wherein said computer  
2 readable program code to enter comprises computer readable program code  
3 to enter the plurality of purchase preferences using the user interface  
4 displayed on the user computer that is coupled to the data network, said  
5 plurality of purchase preferences to include at least one of a payment method,  
6 product preference information and product delivery information.

1 32. The computer program product of claim 27, further having computer  
2 readable program code to track user activities to establish a user profile, said

3 user preference data to be based on at least one of said plurality of purchase  
4 preferences and said user profile.

1 33. The computer program product of claim 32, wherein said computer  
2 readable program code to track user activities comprises computer readable  
3 program code to track user activities to establish the user profile, said user  
4 preference data to be based on at least one of said plurality of purchase  
5 preferences and said user profile, where said user activities include at least  
6 one of websites visited, online keyword searching, broadcast content viewed,  
7 broadcast content searching.

1 34. The computer program product of claim 27, wherein said computer  
2 readable program code to display comprises computer readable program  
3 code to display, on a display of said broadcast-based client-side device, said  
4 plurality of purchase options based on said plurality of purchase preferences,  
5 where said plurality of purchase options includes at least one of a list of  
6 downloadable/recordable content that is available to purchase, products  
7 available to purchase and purchase history.

1 35. The computer program product of claim 27, wherein said computer  
2 readable program code to display comprises computer readable program  
3 code to display, on a display of said broadcast-based client-side device, said  
4 plurality of purchase options based on said plurality of purchase preferences,

5 wherein said plurality of purchase options includes subscription-based video  
6 on demand (SVOD) purchase options.

1 36. The computer program product of claim 27, further having computer  
2 readable program code to display said plurality of purchase options on said  
3 display as an overlay to said broadcast programming content.

1 37. The computer program product of claim 36, wherein said computer  
2 readable program code to display the plurality of purchase options comprises  
3 computer readable program code to display said plurality of purchase  
4 options on the display as said overlay to said broadcast programming  
5 content, where said plurality of purchase options are based on said broadcast  
6 programming content that is currently being viewed on said display.

1 38. The computer program product of claim 27, wherein said computer  
2 readable program code to consummate the purchase transaction comprises  
3 computer readable program code to consummate the purchase transaction  
4 using said user input device of the broadcast-based client-side device over a  
5 secure connection between said broadcast-based client-side device and a  
6 server coupled to said data network.

1        39.    The computer program product of claim 38, further having:

2                computer readable program code to make payment to said server  
3        where said server is a third-party retailer that is paid according to a payment  
4        method contained in said plurality of purchase preferences; and

5                computer readable program code to deliver a product according to a  
6        delivery method contained in said plurality of purchase preferences.